

May 26, 2022

Ms. Jennifer L. Emminger, AICP
Deputy Planning Director
City of Danbury
155 Deer Hill Avenue
Danbury, CT 06810

Subject **Daily Trip Generation Rates – Car Dealership 1 & 15 Miry Brook Road, Danbury, Connecticut – (F5601.00)**

Dear Ms. Emminger:

As requested, we have conducted a review of ITE Trip Generation Rates for ITE Land Use 840 – Automobile Sales (New) to determine the source of the Daily trip generation rate estimates provided in the ITE Trip Generation Manual. We have attached the ITE description and data plots associated with Land Use 840 for reference.

The ITE data includes eighteen sources collected between the 1980's through 2010s throughout 13 States and provinces in Canada. The Average Daily Rate is 27.84 trips/day/1,000 gross square feet (gsf), which was used to develop Daily Trip Generation in our Traffic Study dated May 2022. The attached Description and Data Plots shows that the range in rates is from 14.98 to 41.78 trips/day/1000gsf. The lower end of the range 14.98 trips/day/1000gsf results in almost 50 percent less trips (46.2 percent less trips). However, utilizing the average rate is standard practice for traffic studies.

It should be noted that the ITE data is derived from driveway counts which include many vehicle movements, not just potential customers. The counts include movements such as trips made by customers for new cars as well as parts department, employees, deliveries, customers seeking service to/from the service areas, including some dealerships that have off-site service areas.

Technology and COVID has also shifted trends in shopping for new automobiles. Actual physical visitor activity has been reduced due to COVID and new strategies in auto sales such as online and virtual visits. Many dealerships also offer home deliveries, often from remote lots, which also contributes to the reduction in on-site trips generated.

Based on this review, the type of Auto Dealership proposed for this location, and recent trends we feel it is reasonable to assume that the average rates found in the ITE Trip Generation manual provides a conservatively high estimate of Daily Trip Generation. Further, the daily site trip estimate is provided only as

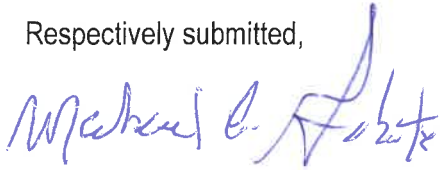
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a reference. All analyses provided in the Traffic Study are based solely on the peak hour volumes for the proposed dealership and peak hour volumes on adjacent roadways. Results of the analyses indicate that area roadways can accommodate this proposed dealership.

Respectively submitted,



Michael A. Galante

Director of Traffic

Hardesty & Hanover, LLC

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Land Use: 840

Automobile Sales (New)

Description

A new automobile sales dealership is typically located along a major arterial street characterized by abundant commercial development. The sale or leasing of new cars is the primary business at these facilities. However, the land use also commonly provides automobile servicing, parts sales, and used car sales. The dealerships may also provide truck sales and servicing. Automobile sales (used) (Land Use 841) and recreational vehicle sales (Land Use 842) are related uses.

Additional Data

The technical appendices provide supporting information on time-of-day distributions for this land use. The appendices can be accessed through either the ITETripGen web app or the trip generation resource page on the ITE website (<https://www.ite.org/technical-resources/topics/trip-and-parking-generation/>).

The sites were surveyed in the 1980s, the 1990s, the 2000s, and the 2010s in Alberta (CAN), California, Delaware, Florida, Georgia, Indiana, New York, North Carolina, Ontario (CAN), Oregon, Texas, Vermont, and Virginia.

Source Numbers

260, 271, 280, 328, 414, 424, 427, 438, 440, 507, 571, 583, 612, 715, 728, 880, 881, 936, 974, 975, 1036

Automobile Sales (New) (840)

Vehicle Trip Ends vs: 1000 Sq. Ft. GFA
On a: Weekday

Setting/Location: General Urban/Suburban
Number of Studies: 18
Avg. 1000 Sq. Ft. GFA: 36
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
27.84	14.98 - 41.78	7.01

Data Plot and Equation

